

FOGARTY (PTY.) LTD. ELECTRONICS

CORPORATE PROFILE



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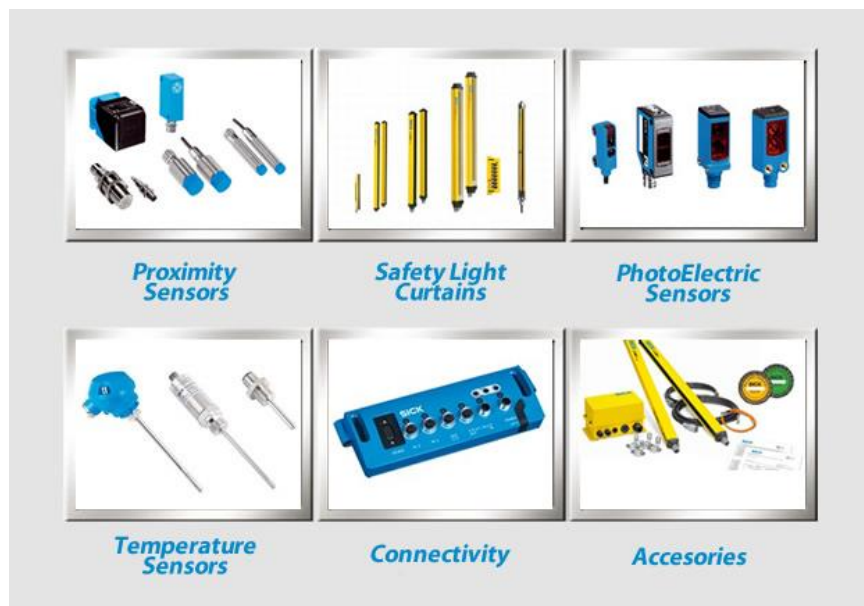
<http://www.fogarty.co.za>

Prepared by:



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ABOUT US

Fogarty Electronics is a leading wholesaler and retailer in factory automation products, with more than 30 years extensive experience in the industry. The business is now wholly owned by Mr. Paramanandhan (“Pro”) Damodharan who took over in 2016. Pro has been with the business as a manager for the past 21 years.

Our brand has stood the test of time, having initially started as a supplier of timers and sensors only and concentrating mainly on individual customers. Fogarty has grown over the years to be a reliable supplier for reputable industry players such as Voltex (Bidvest), Mondi/Sappi, ARB and Magnet Electrical.

Fogarty Electronics now hold agencies for a variety of industry-standard brands including:

- SICK Automation
- GE
- Rhomberg
- Pilz
- Carlo Gavazzi
- Phoenix Contact

These linkages with reputable suppliers have enabled us to offer the most comprehensive range of electronic and electrical components to the South African and export markets.

At Fogarty, we appreciate that customer service is a dynamic, changing, ongoing process and we thus offer tailor-made, value added services to our growing client base.

Our team possesses strong technical and product knowledge, combined with expedient after-sales service and the fastest turnaround times. This commitment to the best possible customer service further emboldens our reputation and competitive advantage in the electrical and automation market.

Fogarty is 100% black-owned; and hence is a Level 1 B-BBEE contributor as per the B-BBEE Affidavit for EME's. Our products are aligned to the latest quality and safety standards, as all bear the reputable CE mark as well as being ISO 9001 certified.



Vision: *To be the leading electrical components and factory automation supplier for the South African market and beyond.*

Mission: *To provide our customers with innovative electrical solutions, through excellent after-sales support and service. Further to this, we pride ourselves in partnering with reputable international and local brands in order to ensure compatible, quality products are supplied into the South African and growing export markets to ensure optimum machine functioning and reduce downtime for our customers.*

Core Values:

✓ ***Commitment to quality products and customer service***

We endeavour to provide the best possible quality products with high standards of advice and service

✓ ***Innovation***

Being the avenue through which new technology is introduced into the market

✓ ***Honestly and Integrity***

We keep to our promise

✓ ***People empowerment***

We invest in our people to continually improve our service offering.

We offer a 12 month contract to unemployed graduates to prepare them for their future career.

Our Journey

Fogarty Electronics has come a long way since the company's humble beginning when it was started by HD Fogarty in 1981. The business was mainly involved in the supply of Rhomberg products.

When sanctions were levied on South Africa in the early 80's the founders realised there was a need for electrical components for local businesses due to limited foreign supply. This encouraged local business to produce electrical components, which gave birth to one the then leading brands "Rhomberg". The founders engaged and partnered with Rhomberg to be their intermediary, which led to Fogarty Electronics becoming the leading Rhomberg electrical products brand supplier in, the then, Natal Province.

Years of hard work ensued and eventually, Fogarty has evolved through increasing their product offering to cater for the growing demand from blue chip companies and wholesalers. At the same time the company experienced an influx of individual clients in need of specialised electrical components and factory automation solutions.

In a bid to absorb this phenomenal trajectory, Fogarty relocated from the small office in Jacobs and established a large operating office in Durban, Umbilo area. The company is now able to stock a variety of electrical products, which has increased the scope of the business' operations, and consequently sales have grown. Our growth to date has also led to the creation of substantial job opportunities, which includes internship for tertiary college graduates.

Our Stores

Fogarty adopts an innovative way in providing high tech electrical solutions to the local and export markets, on demand;

- Fogarty Electronics stock fast moving components to ensure sustainable, high quality customer service, through effective inventory management planning, in order to cater for competing client demands across the SADC region. Due to extensive demand, we restock all product lines on a daily basis.



Whilst Fogarty is a supplier of various international brands like SICK, SAIET and ACDC we have still remained committed to promoting our very own South African brands like Phoenix Contact, Time Count, Electro Mechanica and most importantly our “traditional” Rhomberg products. Our ability to strike a well-mixed portfolio of local and international brands has since immensely contributed to the growth of our business as we are now popularly known for providing the most innovative solutions in the market.

Fogarty adheres to all pertinent local and international regulatory standards and we are fully compliant with the following key legislative frameworks:

- *Basic Conditions of Employment Act*
- *Compensation of Occupational Injuries and Diseases Act*
- *Workman’s Compensation Act*
- *Occupational Safety and Regulations Act*
- *Unemployment Insurance Act*

At Fogarty we are committed to ensure our products provide all stakeholders with the quality electrical and automation solutions they need.

Why there is a need for Electrical and Factory Automation components:

- Reconfigure manufacturing into a more productive, streamlined process through automation.
- Increase production optimisation levels
- Improve quality of finished products through manufacturing processes automation
- Automation promote safe-keeping of goods reducing risks of loss, theft and damage
- Integration of business operational facilities and systems



Brands and Products

Fogarty is the agency for the following reputable brands;



We provide our customers with the a wide range of products, that includes the following;

- Pushbuttons
- Pilot Lights
- Encoders
- Power supplies
- Terminals
- Surge protection
- Transducers
- Timers
- Sensors

- Counters
- Relays
- Contactors
- Control/Selector Switches
- Magnetic switches
- Limit switches and drives
- Temperature Controllers

- Pneumatic Timers
- DOL Starters
- Production displays
- Proximity Switches
- Taisuo Temperature Controllers
- Digital Displays
- General Electrical Products

Customers and Markets

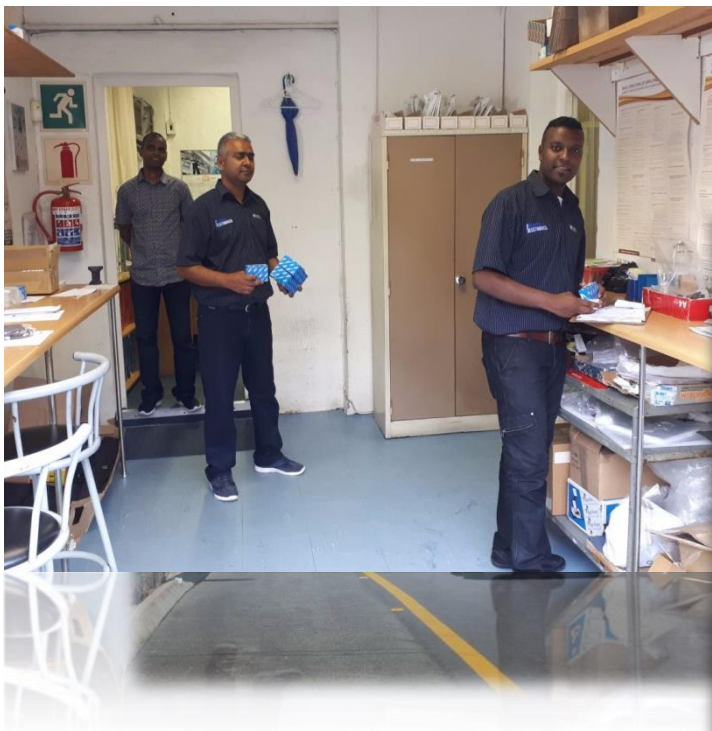
Fogarty boasts a reputable customer base of blue chip companies in South Africa and various other well established industry players in the retailing industry. **At Fogarty we subscribe to the famous maxim, “customer is king”** as we provide on demand electrical and automation products by adhering to strict quality requirements of some of our customers, as well as speedy after-sales services such as efficient deliveries. Our products are used across various sectors which includes manufacturing and construction industries. Our Clients includes;

- Automotive Manufacturing Plants
- Paper Mills
- Electrical Retailers & Wholesalers
- Original Equipment Manufacturers (OEM)
- System Intergraters

Our People

Fogarty employs 10 loyal and committed staff, most of whom are long-serving employees of the organisation. The business boasts a strong skill-set amongst the staff which contributes to our excellence in quality service. We believe that the best way to scale greater heights is through dedicated teamwork and through our agile operational set up. We are an inclusive organisation and are constantly discussing way in which we

can improve our collective efforts and service provision.



Pro: Managing Director

Pro took over Fogarty in 2016, having worked for the company for

21 years as the Sales Manager. He has since grown the business to what it is now, being a supplier of wide ranging electrical and automation components to a multitude of customers in Durban, and beyond. He provides the strategic and tactical oversight to the business, particularly focusing on growing the business while maintaining its service levels, providing innovative electrical and factory automation components. He brings to the business significant experience in the electrical sector and a passionate drive to excel in this industry.

Poobalan Krishna: General Manager

Poobalan is the current General Manager for Fogarty. He possesses profound experience in the Sales and Marketing and Project Management fields. With more than 28 years' experience, Poobalan compliments an energetic and motivated staff at Fogarty and most importantly provides strategic support to the Managing Director. His appreciation of electrical and automation components ensures that our clients' queries are expeditiously attended to and resolved. Through his wealth of experience, he is able to lead staff and motivate them to provide top class customer services to ensure continued satisfaction of our clients.

Kamlin Gramoney: Technical Sales

Kamlin has a BTech Heavy Current qualification and experience in panel wiring and has had various product training. Kamlin's robust educational background in Electrical Infrastructure enhances his ability in attending to our client's technical challenges. As Fogarty we also leverage on his experience to explore potential innovative solutions for our clients.

Yastiel Singh: Technical Sales

Yastiel has a BTech in Heavy Current qualification and in-service training. He is currently employed on a 12 month work experience contract. Yastiel is one of the chosen graduates that is currently in our empowerment programme.

Key Business Highlights

- Fogarty is the first agency for ACDC Dynamics and Electro Mechanica products in Durban since in 1982.
- The company is well known for its strong technical knowledge in the automation field across KZN
- We maintain a level 1 BEE status as well as being classified as a value adding enterprise which means that 110% plus a further 25% of all your expenditure with the company may be used in the determination of your BEE status
- The company doubled staff complement to 10 in 2017
- Fogarty supplies various clients across the region with majority of them being in Zimbabwe

Innovation

Our main suppliers are at the forefront of in developing high tech innovations. SICK recently invested more than EUR 100 million in research and development aimed at developing advanced manufacturing technologies. ACDC one of our major suppliers is spearheading innovation in the electronics field, setting aside sizeable budgets to achieve this every year. The company employs five experts to bring customers a dedicated technical hotline providing advice and guidance on products and solutions only, becoming the first company in the sector to implement such an idea. General Electric was rated position 36 on Forbes Global 200: Top Regarded companies in 2017 owing to the company's continued commitment to supplying quality and innovative products.

Owing to this strategic linkage we have with these top global and local companies, as Fogarty strives to keep up to date with the latest innovative industry developments so as to ensure that all latest products are brought right at the doorstep of our clients. We deeply appreciate that as a supplier we are at the centre of providing high tech electrical solutions to a complex market, and as such we constantly engage with both the manufacturers and end users to ensure tailor-made components are continuously enhanced and supplied in the market.



Beyond Business

Fogarty currently partner with Hands of Grace, Crystal Point Secondary, Aryan Benevolent Home to reach out to the less fortunate and provide food hand outs and basic clothing to the vulnerable. As a responsible citizen we believe that our objective should go beyond profit generation but rather most importantly human upliftment. As such we conduct various activities so as to personify our convictions on people upliftment and empowerment.

These activities are done on a monthly basis, coordinated by Hand of Grace, and the company provides significant financial support to ensure this worthy cause is a success. As a leader who leads by example the MD is personally involved in these activities and to date more than 100 families have received various food hand outs, clothing, blankets among other items.



